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The University of Dayton

News Release

UD VIDEO FOR DISABLED CONSUMERS' NETWORK WINS OHIO PUBLIC IMAGES AWARD

DAYTON, Ohio, February 24, 1989--The Center for Business and Economic Research at the University of Dayton has won an Ohio Public Images Award of Merit for "The Challenge of Independence," a videotape produced for the Disabled Consumers' Network as part of the University's ongoing ministry to people with disabilities.

The Ohio Public Images Awards are designed to honor individuals and organizations throughout Ohio who, through their exceptional communications efforts, have succeeded in creating a greater understanding of people with developmental disabilities. UD, which won its award in the audio-visual/video production category, will be honored on Friday, March 3 at an awards luncheon in Columbus.

"It's a great honor," said Fantine M. Kerckaert, manager of the Information Systems Group, which produced the videotape. "Dr. Sam Gould, dean of the School of Business Administration at UD, believes that it is important for the University to take a lead in providing funding for important projects in the community and that the concept of community involvement should be introduced to future business leaders while they are in school learning the basics of their professions. Projects like 'The Challenge of Independence' reflect this commitment."

The video is narrated by a young man who has paraplegia. The cast includes an older man who is blind, a single parent who has been hearing impaired since birth, a musician who is a quadriplegic and a young woman who is developmentally disabled. "Super heroes with special powers do not appear in the video," Kerckaert said. "Its primary purpose is to provide positive role models for people with disabilities."

UD is currently developing a marketing plan to distribute the video nationally.

For more information, call Fantine Kerckaert at 229-2187.

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